



THE MASSACHUSETTS COALITION OF TMAS

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What are TMAs?

TMAs promote & provide **transportation demand management (TDM)** measures that **decrease single occupancy vehicle (SOV) commuting** & improve both workplace satisfaction & quality of life for commuters.

- ✓ **Public-private partnerships** between businesses and local & state governments
- ✓ No set model!
- ✓ Non-profits - independent 501(c)3, (c)4 or 501(c)6 orgs
- ✓ Multi-stakeholder groups comprised of representatives from local businesses, institutions, organizations, and communities
- ✓ Joined together under a legal agreement
- ✓ Supported by combination of member dues & public funding

Middlesex3 TMA

Crosstown Connect

Alewife TMA

- 128 Business Council
- ABC TMA
- Allston Brighton TMA
- Commute Works
- Charles River
- Junction TMO
- Merrimack Valley
- MetroWest/495
- Neponset Valley
- North Shore
- Seaport TMA
- TransComm

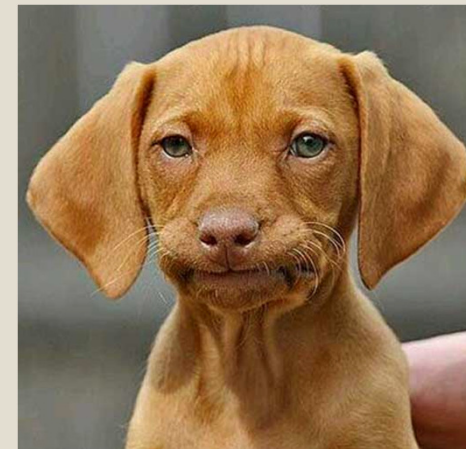
So where does MassCommute fit in?

- ✓ MassCommute is a registered non-profit coalition of 12 (soon to be 13) TMAs led by a part-time Executive Director and TMA staffed committees.
- ✓ The MassCommute TMAs serve over 320 member companies and institutions in 40+ municipalities
- ✓ MassCommute's Mission is to "Collaborate, Advocate, and Inform" ...



TMA funding

- ✓ The majority of TMA funding comes from **member dues**, which vary from TMA to TMA
- ✓ **CMAQ (Congestion Management & Air Quality) grants** through MassDOT for Operational Assistance or Marketing & Public Outreach
 - ✓ MassDOT administers a statewide CMAQ program via FHWA
 - ✓ 11 Massachusetts TMAs were receiving annual CMAQ dollars from MassDOT – Considered “Operational Assistance Funding”- since 2009
 - ✓ 5 year cap on Operational Assistance Funding.
 - ✓ As of 2016, new funding through CMAQ “Education & Marketing” (also funds MassRIDES)
- ✓ Look for opportunities for to tap into state/local grant programs –Example: CIC Grant in Massachusetts



How are TMAs formed?

- ✓ **Secure at least three businesses/institutions** as founding members.
- ✓ **Seek the support of the municipalities** in which the businesses are located
- ✓ **Notify and work with MassCommute, MassDOT and MassRIDES** to identify other potential members and determine if there are any existing MassRIDES partners within the proposed service area.
- ✓ **Determine the minimal services** that the TMA will provide
- ✓ **Decide how the organization will be funded:**
 - ✓ Establish annual dues structure
 - ✓ Work with MassCommute to determine any existing funding opportunities
 - ✓ Consider applying for a TDM funding grant to the local Metropolitan Planning Organization (MPO). If appropriate, approach a supporting municipality to be the grant sponsor.
- ✓ **Decide how the organization will be managed** (staffing, contracting, etc)
- ✓ **Establish by-laws** and incorporate the TMA as a not-for-profit organization.
- ✓ **File necessary paperwork** with IRS and Commonwealth of MA
- ✓ Once established, form an Advisory Board (Board of Directors depending on structure).

Warning: Forming a TMA is not easy!

TMA Research: White Paper 2015

Massachusetts' TMAs:

- ✓ Are uniquely collaborative
- ✓ Support state climate and transportation initiatives
- ✓ Augment regional rideshare and employer programs



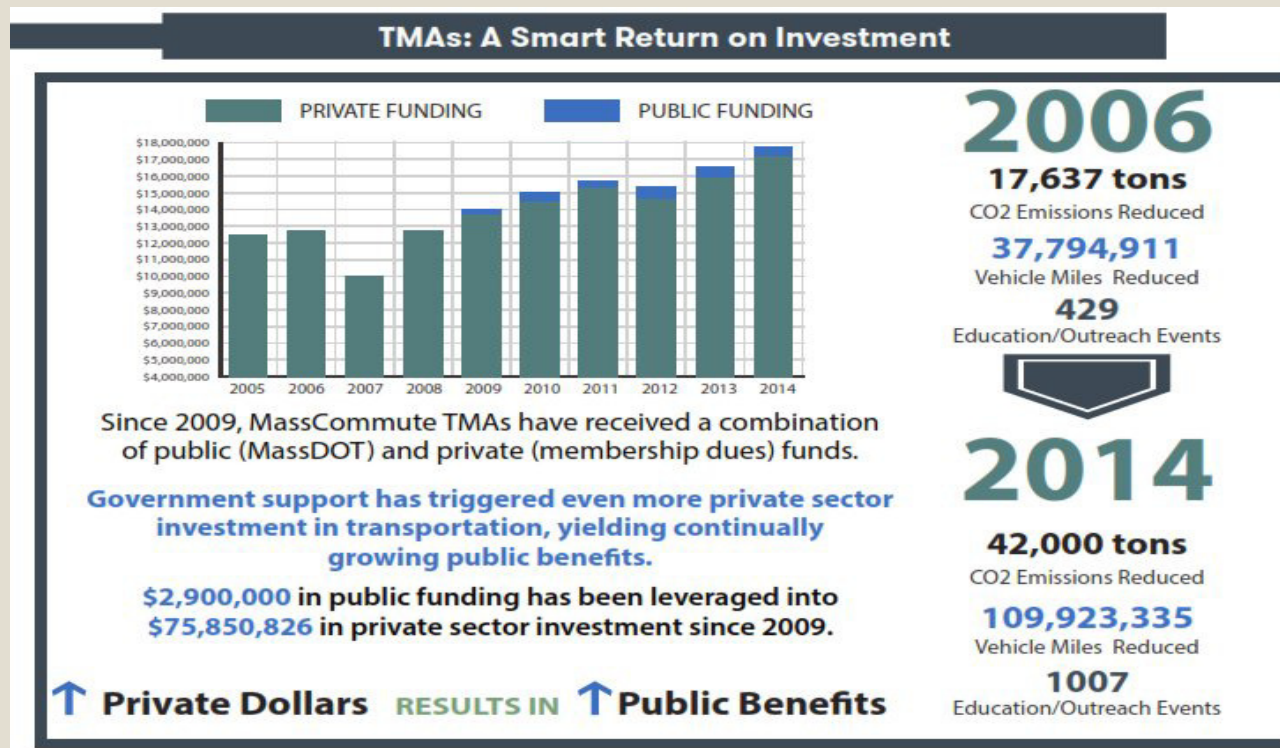
Three Tiers of Effective TDM → Synergy!

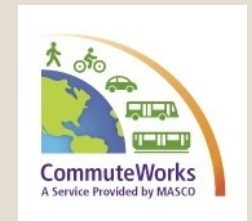
1. State & Regional TDM Programs (like MassRIDES)
2. Local TDM Programs (like TMAs)
3. Employer TDM Programs

Recommendations

- ✓ **Expand and Enforce** Existing Trip Reduction and Congestion Mitigation Policies
- ✓ **Utilize TMAs** to Achieve State Transportation and Climate Goals
- ✓ **Increase Coordination** Between TMAs and the Statewide Travel Options Program
- ✓ **Employ TMAs** to Pilot Transportation Initiatives
- ✓ **Dedicate State Funding** to Leverage Private Sector Funding for Existing and Future TMAs

The impact of TMAs





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